WHISTLER ECONOMIC HIGHLIGHTS

- **$1.44 bn**
  - Total consumer spending in Whistler
  - $170 mn more per year than in 2011/12

- **85%**
  - Percentage of consumer spending generated by visitors
  - +5.6% growth per year since 2011/12

- **$1.53 bn**
  - Annual Provincial GDP generated by consumer spending in Whistler
  - +2.2% growth per year

- **2.7 mn**
  - Average annual unique visitors to Whistler
  - +10% since 2012

- **$500 mn**
  - Annual tax revenue generated by Whistler
  - +5.3% growth per year

- **$1.37 mn**
  - Daily tax revenue generated by Whistler economic activity
  - +5.3% growth per year

- **25%**
  - Whistler’s share of BC’s total tourism export revenue
  - +3.5% growth per year

- **15,051**
  - Number of people employed in Whistler

*Source: 2015 RMOW Economic Partnership Initiative Key Finding Report
*Growth rate is calculated from 2011/2012 winter + 2012 summer to 2014 summer + 2014/2015 winter seasons

ECONOMIC DEVELOPMENT FOCUS AREAS

- Energize and re-invest in core resort products and operations
- Retain authenticity and protect Whistler’s sense of place
- Address transportation challenges
- Promote development of weather independent attractions
- Continue to collaboratively identify and advance resort & regional priorities
- Ensure long term security of key funding sources

- Protect and enhance access to affordable living
- Attract and retain a strong workforce community
- Ensure diversity of new and existing destination markets
- Focus on retaining important regional markets
- Enhance experience management

ABOUT THE WHISTLER ECONOMIC PARTNERSHIP INITIATIVE COMMITTEE

Made up of representatives from Whistler’s Municipal Council, the local government, Tourism Whistler, the Chamber of Commerce, Whistler Blackcomb and the Hotel Association of Whistler, Whistler’s Economic Partnership Initiative (EPI) Committee undertakes a comprehensive review of the Whistler economy to develop strategic medium-term plans designed to grow the resort community economy and encourage ongoing re-investment in Whistler. Building on a strong empirical basis of research and community outreach, the committee leverages a detailed economic model of the Whistler economy. The goal of the EPI Committee is to build a prosperous resort economy that continues to support a healthy, sustainable resort community; and remains consistent with our unique ‘mountain culture’.
**Key Research Insights**

**Destination and regional visitors spend $1.2 Billion and represent 85% of consumer spending**

<table>
<thead>
<tr>
<th>Type</th>
<th>Total Consumer Spending</th>
</tr>
</thead>
<tbody>
<tr>
<td>Destination Visitors</td>
<td>$955M, 66%</td>
</tr>
<tr>
<td>Permanent Residents</td>
<td>$150M, 10%</td>
</tr>
<tr>
<td>Seasonal Residents</td>
<td>$43M, 3%</td>
</tr>
<tr>
<td>Second Home Owners</td>
<td>$177M, 11%</td>
</tr>
<tr>
<td>Commuting Employees</td>
<td>$177M, 11%</td>
</tr>
</tbody>
</table>

**International visitors spend $881 Million**

- Destination Domestic: $149M, 12%
- Regional Domestic: $183M, 15%
- Regional International: $71M, 6%
- Destination International: $810M, 67%

**Whistler accounts for 25% of BC Tourism Export Revenue**

- Other Provincial tourism export: $3.6B, 75%
- Whistler tourism export: $903M, 25%

**Average destination visitor spend per day is $350 in winter**

- Winter: $346
- Summer: $133
- Annual: $294
- Regional: $125

**Whistler has over 2.7 Million unique visitors**

**Whistler has over 5.6 Million visitor days**

- Winter 2014/15: 1.6M, 40%
- Summer 2014: 1.8M, 60%
- Destination: 2M, 36%
- Regional: 3.6M, 64%

**Tax revenue generated by Whistler is approx. $500 Million per year; $1.37 Million per day**

**Tax Revenue Impacts By Category and Entity**

<table>
<thead>
<tr>
<th>Item</th>
<th>Whistler</th>
<th>BC</th>
<th>Federal</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Property Tax</td>
<td>$35.2M</td>
<td>na</td>
<td>na</td>
<td>$35.2M</td>
</tr>
<tr>
<td>Other Property Taxes (1)</td>
<td>na</td>
<td>$1.2M</td>
<td>na</td>
<td>$1.2M</td>
</tr>
<tr>
<td>School Tax</td>
<td>na</td>
<td>$21.5M</td>
<td>na</td>
<td>$21.5M</td>
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<tr>
<td>Property Transfer Tax</td>
<td>na</td>
<td>$6M</td>
<td>na</td>
<td>$6M</td>
</tr>
<tr>
<td>Hotel Taxes</td>
<td>$10.9M</td>
<td>$9.7M</td>
<td>$10.3M</td>
<td>$31.1M</td>
</tr>
<tr>
<td>Sales Tax</td>
<td>na</td>
<td>$42.6M</td>
<td>$44.6M</td>
<td>$87.2M</td>
</tr>
<tr>
<td>Utility User Fees and Parcel Taxes</td>
<td>$15.8M</td>
<td>na</td>
<td>na</td>
<td>$15.8M</td>
</tr>
<tr>
<td>Income Tax (2)</td>
<td>na</td>
<td>$59.4M</td>
<td>$132.6M</td>
<td>$192M</td>
</tr>
<tr>
<td>S.S. Pension &amp; Medical (2)</td>
<td>na</td>
<td>na</td>
<td>$95.5M</td>
<td>$95.5M</td>
</tr>
<tr>
<td>Excise, Duties &amp; Gas (2)</td>
<td>na</td>
<td>na</td>
<td>$14.2M</td>
<td>$14.2M</td>
</tr>
</tbody>
</table>

**Total**

- Whistler: $62M
- BC: $140.4M
- Federal: $297.5M
- Total: $499.9M

An additional benchmarking assessment was conducted in 2012 to access tourism and economic health metrics with a cohort of six destination mountain resort communities viewed as being competitive with Whistler. For more information, visit www.whistler.ca/epi